

Rep Order# 9854148 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 11/01/2012 11:04 AM
Last Received: 11/01/2012 10:46 AM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate#
Buyer CASEY BESSETTE
Phone#
Fax#

69573
Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E
Flight Dates 11/02/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NC. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	430A-459A	NEWS	:30	\$250.00	11/05-11/06	2 P1	1	2	\$500.00	
	2	SU	430A-459A	NEWS	:30	\$250.00	11/04-11/04	2 1 P1	1	1	\$250.00	
	3	SA	730A-8A	NEWS	:30	\$1,200.00	11/03-11/03	1 P1	1	1	\$1,200.00	
	4	F,M	9A-10A	DRS	:30	\$750.00	11/02-11/05	2 P1	1	2	\$1,500.00	
	5	F,M-TU	7A-730A	NEWS	:30	\$1,000.00	11/02-11/06	3 P1	1	3	\$3,000.00	
	6	F,M	530A-6A	NEWS	:30	\$1,200.00	11/02-11/05	2 P1	1	2	\$2,400.00	
	7	SU	105A-205A	CLOSER	:30	\$450.00	11/04-11/04	1 P1	1	1	\$450.00	
	8	F,M	12P-1230P	NEWS	:30	\$2,800.00	11/02-11/05	2 P1	1	2	\$5,600.00	
	9	F,M	5P-530P	NEWS	:30	\$3,000.00	11/02-11/05	2 P1	1	2	\$6,000.00	
	10	F,M-TU	730A-8A	NEWS	:30	\$1,000.00	11/02-11/06	3 P1	1	3	\$3,000.00	
	11	F,M	1230P-130P	Y&R	:30	\$2,000.00	11/02-11/05	2 P1	1	2	\$4,000.00	

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	12	F,M-TU	10A-11A	ANDERSON	:30	\$750.00	11/02-11/06	3 P1	1	3	\$2,250.00	
	13	F,M-TU	8A-830A	NEWS	:30	\$1,000.00	11/02-11/06	3 P1	1	3	\$3,000.00	
	14	F,M-TU	630A-7A	NEWS	:30	\$1,600.00	11/02-11/06	3 P1	1	3	\$4,800.00	
	15	F,M	6P-630P	NEWS	:30	\$4,000.00	11/02-11/05	2 P1	1	2	\$8,000.00	

---REPORT TOTALS---

Report Totals: 32 / \$45,950.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$45,950.00
Sales Totals: 32 / \$45,950.00
Station Totals: 32 / \$45,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$114,875	CABL 0%	EKRC 0%	UNKN 60%	WBQC 0%	WCPC 0%
		WKRC 40%	WLWT 0%	WSTR 0%	WXIX 0%	

Books null
Demos RA35+

